

# **Western Juniper Utilization Group**

Presentation to  
Idaho Statewide Wood Energy Team

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Sustainable Northwest

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# Western Juniper Utilization Group

- Goal: Restore ecosystems in eastern Oregon, create jobs in juniper supply, and create juniper market chains in eastern Oregon communities, the Portland metro area, and across the West coast.
- 2014 Project Budget: \$180,000
- Target Counties:
  - Crook, Deschutes, Gilliam, Harney, Jefferson, Klamath, Lake, Malheur, Morrow, Sherman, Wasco, Wheeler



# **JOBS**

**“One job in Harney County has the economic impact equivalent of 208 jobs in Multnomah County.”**

**Jason Yohanna**

**Regional Economist - Oregon Labor Market Information**

# WJUG Management

- Coordinated by Sustainable Northwest as project manager and fiscal sponsor
- Two project contractors (supply and marketing) with close integration and communication
- Activities coordinated with an executive committee and project committees
- Public and private funding support

# Over 40 Participating Groups, Including:

- Oregon Department of Forestry
- Oregon Department of Energy
- OSU Wood Products
- Shielz Obletz Johnsen
- In the Sticks
- Moebius Partners
- Neil Kelly
- Joseph's Juniper
- LWO
- Central Oregon Juniper
- Business Oregon
- Association of Oregon Counties
- OR Department of Fish and Wildlife
- OR Bureau of Land Management
- OSU, Crook Extension Services
- Ecotrust
- OR Natural Desert Association
- Nature Conservancy
- Harney County
- Oregon Department of Agriculture

# Contract for Demand Support

## Nancy Hamilton Consulting

- Research and identify the market opportunities for a suite of juniper wood products
- Develop a marketing and branding plan for Oregon juniper wood products
- Manage a subcontract for and assist in the creation of a website for Oregon juniper wood products as a source for buyers, sellers and resellers
- Develop marketing materials for Oregon juniper wood products
- Introduce and promote juniper products to various new market opportunities

# Contract for Supply Support

King Inc. (King and Zach Williams)

- Develop a detailed mapping platform and current data to identify opportunities for juniper removal
- Develop restoration standards for juniper removal in coordination with state and federal agencies, NGOs and business partners
- Develop a network system to connect juniper supply opportunities on private and public land to harvesters and millers to create a consistent supply of material.



**WHAT ARE WE DOING?**

# Statewide Marketing Campaign



# Research Underway

- Identify prospective customers/vertical markets
- Learn priorities and considerations of key customers
- Identify key conferences and trade shows
- Build media list
  - Newspapers
  - Trade pubs
  - Blogs
  - Websites
  - Newsletters
  - Twitter accounts
- Build distribution list for WJUG e-newsletter

# Content/Collateral Being Developed

- Website
- Branding plan
- Trade alliance logo
- Facebook page
- Twitter account
- Leave-behind(s)
- Juniper swag
- Hang tags
- Trade show booth
- E-newsletter
- Video(s)



# Mapping and Data Collection

- Entering into a contract with Ecotrust to update existing platform and data service
- Expanding mapped Juniper geography as part of BLM/TNC SageCon mapping efforts
- Improving supply inventory, agency communication, and business planning/siting.

# Improve Harvest Methods and Develop Restoration Standards

- Developed harvesting principles for Juniper treatment and harvest
- Diverse stakeholder support and feedback
- Field tour to vet principles



# Connect Juniper Supply to Harvesters and Millers

- **Public**
  - Developing a Juniper supply analysis MOU with state and federal agencies
  - Agency project by project Juniper inclusion
- **Private**
  - Advertising harvest and removal services to landowners at contract signings (NRCS, SWCD)
  - Landowner/contractor network, similar to Craigslist or Match.com for natural resource professionals

# Strategies for Stakeholder Engagement (Straight from the heartwood)

- High level designation and status of the group
- Broad diversity and number of stakeholders
  - Public, private; NGO, business, government
- Engaged with a spectrum of ideologies
- Diversified allies
- Field tours, adaptive monitoring, and learning



**CAN YOU BURN THIS STUFF?**

# Come on baby light my fire

- Largest juniper energy user in western U.S. (as of 2010) was Greenleaf HL Power (Wendal, CA,) – Consumed 260,000 bdt from 2001 - 2010.
- 80% private and 20% public, along 395 corridor. Would burn more if could get more at the right price.
- Some plants have “bridging” problems with juniper feedstock, but not if you chip.
- Bark is more stringy and most plants are designed for ponderosa pine and fir material.

# Keep the fire burnin'

- Focus on “medium” trees, not “large”, and leave trees to dry before chipping and shipping.
  - Feedstock will drop from about 35-40% moisture content to around 15% by fall if cut late spring/early summer.
  - Means a lot more btu's per truckload.
- Averaging 8-10 bdt/ac when clearing juniper.
- WJ is about 9,000 btu/bone dry pound (bdp), compared to Ponderosa Pine at 8300-8600 btu/bdp or Douglas Fir at 8600 btu/bdp.

# Juniper feedstock challenges

- Lack of energy markets (electricity and PPAs)
  - Thermal is currently a more viable option
- Transportation distances challenge project economics
- High treatment costs per acre and lower trees per acre.
- High BTU content of juniper may require blending
- Chipping is hard on equipment
- Juniper does not pelletize well

The background of the slide is a close-up photograph of a wooden surface, likely a floor or wall paneling. It features several vertical planks of light-colored wood with prominent grain patterns and several dark, circular knots. The lighting is even, highlighting the natural texture and color variations of the wood.

# **STATE POLICY AND FUNDING RECOMMENDATIONS**

# Support our request to:

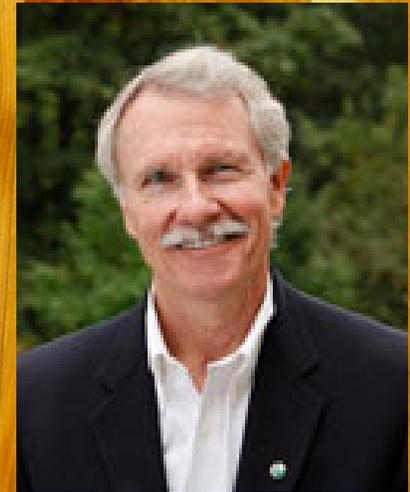
## Gain Wood Products Association Certification

- Generic – gets juniper “in the books” to create parity for juniper with city/county/state parks landscape needs
- Structural integrity – need for Public Procurement RFP responses for more complex project opportunities
- Certification through OSU will cost ~\$130,000.
  - Looking for state support for this investment

# Support our request to:

Implement state procurement requirements to favor juniper – in support of EO 12-16

*“Promote wood products in commerce as a green building material, encourage innovative uses of wood products and increase markets for Oregon wood products.”*



John Kitzhaber  
Governor, State of Oregon

# Support our request to:

Provide Matching Loans for juniper producers and entrepreneurs

Provide forgivable loans and introduce a “shared risk” funding model similar to water/waste water revolving loans for municipalities.



## **Support our request to:**

Provide a right-sized business planning assistance program modeled after League of Cities, AOC & Business Oregon

- Anyone who wants help gets it, based on job creation and economic activity criteria

## Support our request to:

Provide straight forward and relevant workforce assistance - mobile CDL programs, basic work force training needs determined by millers and harvesters.

- Possible partnerships with EDA, CCWD, Employment, Governor's office



## **Support our Request to:**

### **Help Grow Biomass Utilization in Rural Oregon**

- ODF has an initiative under consideration for FY 2015: \$2.3MM for biomass, including a \$1MM grant fund that could be used for juniper utilization projects and business support
- Additional opportunities for biomass energy thermal/electricity legislation in 2015 session

# Support our Request to:

## Modify Oregon Harvest Requirements

- These fall under OFPA if over 120 acres (Juniper is currently exempted on handshake basis).
- OFPA could be modified to not include certain types of restoration work - reforestation, for example.



# Questions?

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